RELAY FOR LIFE
American Cancer Society

WHY SHOULD YOU GET INVOLVED?

2017 Relay For Life of Camden

American Cancer Society Relay For Life events bring communities together, embracing their collective power to free the world from the pain and suffering of cancer.

Why partner with the American Cancer Society?

PEOPLE KNOW THE AMERICAN CANCER SOCIETY.
According to the American Cancer Society Market Research 2015 Brand Tracker, we have leading awareness (at 95%) among major health-related charities.

PEOPLE TRUST THE AMERICAN CANCER SOCIETY.
34% of Americans trust the Society for accurate and up-to-date cancer information – more than any other source, even their personal physician.

THE AMERICAN CANCER SOCIETY IS RELEVANT TO CONSUMERS.
According to the 2009 Cone Nonprofit Power Brand 100, the Society is ranked:

#1 in consumer relevance
#1 brand image leader
#1 in the health nonprofit category

Why should your business support a Relay For Life event?

RECENT STUDIES SHOW:

91% of global citizens expect companies to do more than make a profit; they believe companies need to act responsibly and address issues. *

90% of US consumers say they would switch brands to one associated with a cause, given comparable price and quality. *

32% of consumers have a more favorable impression of a product when paired with the American Cancer Society logo. °

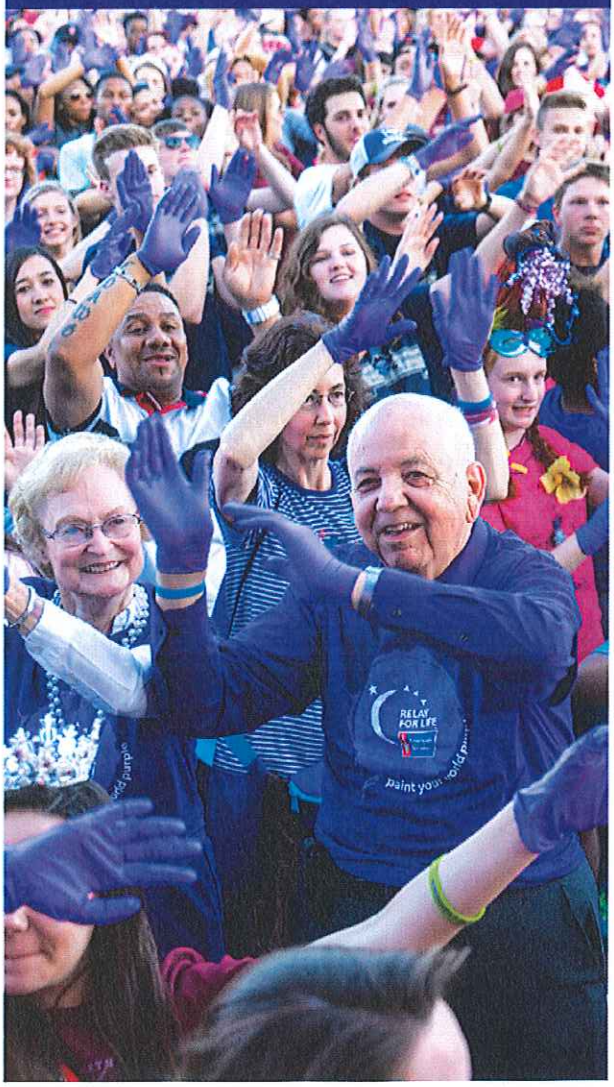
29% of consumers are more likely to purchase a product if the brand is partnered with the American Cancer Society. °

* Cone Communications/Ebiquity's, 2015 Global CSR Study.

° American Cancer Society Market Research: Cause Marketing Phase 1, 2013.

"At a 5K, people go by my sponsor sign once. At Relay, people walk by dozens of times!

– Keller Williams Realty



Relay For Life sponsorship opportunities at a glance

$5,000 PRESENTING SPONSOR

- *Logo on event T-shirt
- *Logo on event website
- *Logo on printed materials
- Five-foot Ribbon at event
- Verbal recognition during event
- Speaking Opportunity during Relay event
- Promotional space at event
- Social Media Promotions
- 10 co-branded cancer fact signs at event
- Proud Supporter window cling to display in your business

$2,500 PLATINUM SPONSOR

- *Logo on event T-shirt
- *Logo on event website
- *Logo on printed materials
- Five-foot Ribbon at event
- Verbal recognition during event
- Social Media Promotions
- 8 co-branded cancer fact signs at event
- Proud Supporter window cling to display in your business

$1,500 GOLD SPONSOR

- *Logo on event T-shirt
- *Logo on event website
- *Logo on printed materials
- Social Media Promotions
- 6 co-branded cancer fact signs at event
- Proud Supporter window cling to display in your business

$1,000 SILVER SPONSOR

- *Logo on event T-shirt
- *Logo on event website
- 5 co-branded cancer fact signs at event
- Proud Supporter window cling to display in your business

$500 BRONZE SPONSOR

- *Company Name on event T-shirt
- *Company Name on event website
- 4 co-branded cancer fact signs at event
- Proud Supporter window cling to display in your business

$250 SIGNATURE SPONSOR

- 3 co-branded cancer fact signs at event
- *Company Name on event website

*Logo sized according to space and sponsorship level

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For additional information and to learn more about our sponsorship opportunities, please contact your local Relay For Life Event Leadership Team or Community Manager at Melanie.Francis@cancer.org or 315-724-8126.

AMERICAN CANCER SOCIETY RELAY FOR LIFE®

2017 SPONSORSHIP COMMITMENT FORM

Business name: _____

Street address: _____ City: _____ State: _____ Zip: _____

Contact name: _____

Telephone number (business): _____ Fax number: _____

Email: _____ Web address: _____

COMMITMENT LEVEL

- ☐ $5,000 – Presenting
- ☐ $2,500 – Platinum
- ☐ $1,500 – Gold
- ☐ $1,000 – Silver
- ☐ $500 – Bronze
- ☐ $250 – Signature

Enclosed is my sponsorship check in the amount of $ _____

Charge my credit card (please print clearly)
Card Type: ☐ VISA ☐ MasterCard ☐ Discover ☐ AMEX

Billing address: _____

Card number: _____ Exp. date: _____ Security code: _____

Please send remittance form to: _____

Sponsor Signature: _____ Date: _____
(Please sign and retain a copy for your records.)

Please return form to the address below:
Melanie Francis
110 Lomond Court
Utica, NY 13502
Phone: 315.724.8126
Attention: Relay For Life of _____

Please email an EPS logo to Melanie.Francis@cancer.org by March 1, 2017, to ensure high-quality printing. If an .eps file is not available, please send highest quality available. Note, submitting a low resolution logo may require signage to be printed in text in order to maintain quality.

Name of team or individual to be credited with this sponsorship:

_____

☐ Not Applicable

American Cancer Society

American Cancer Society, Inc. Federal Tax ID #13-1788491 Organized under IRC 501(c)(3)